

Management

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what internal resources and assets does Apple have that may give it a competitive advantage? Apple has enjoyed a stable competitive advantage due to a range of factors on their performance. Their financial performance has been one most robust. This has helped in maintaining proper research and development for their staffs and product. The company looks at steering market innovations with their suitable products and this boost their performance over their competitors.

Their products are durable and operable at all ranges making them more demanded of their rival's product. Their broad asset base also facilitates their performance and more so extension and distribution of products across the globe. Their human resources make them the best company by making sure they deliver the results as anticipated and with the best motivation to meet their required targets (Leavitt, 280).

On their product development, they pay much attention to their shapes to attract more customers, the company is concerned with customer satisfaction as their driving factor in order to thrive in their business. These current assets are fast moving, and they avoid holding of stock to deter their development. In this case, their products are manufactured at a cost effective strategy and in return are sold at reasonable prices hence their success.

The company has a very stable and straightforward thinking management which makes their plans and aims at achieving these strategic plans. Their management is set in a manner that they can coordinate their function globally hence making them meet the desired company outcome in the market. Their services are well planned, and it helps them to enjoy the

competitive advantage in their operations.

Lastly, the company has strategic plans which coordinate their functions.

These plans are very vital in managing their progress (Leavitt, 280). They consistently use their swot analysis to meet their marketing needs according to the data obtained. This boosts their performance hence enjoying their competitive advantage.

Work cited

Leavitt, D. (2007). *The Man Who Knew Too Much; Alan Turing and the invention of the computer*. Phoenix. p. 280.